

PORTER

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PORTER magazine announces impressive circulation debut after only six issues



The NET-A-PORTER GROUP's global – and entirely shoppable – fashion magazine is a hit on the newsstands with stylish, upscale women, and cements the group's reputation as a world leader in content and commerce

London February 4th 2015 The NET-A-PORTER Group is delighted to announce the release of PORTER's first publisher's statement showing an impressive circulation of 152,500 after only six issues, which puts the brand significantly ahead of its target and positions it for rapid growth in 2015.

Published bi-monthly and powered by NET-A-PORTER.com, PORTER reinforces the continued demand for and importance of print among global luxury audiences, but also reflects their desire for the instant gratification that today's technology affords. Creating a new benchmark for upmarket fashion magazines, PORTER is the first to enable a reader to purchase in real-time from the page and, in certain key cities, experience delivery within hours. Its innovative digital shopping experience outperforms the market in functionality and boasts a bespoke concierge service providing readers access to a personal shopper 24/7, 365 days of the year and in 22 languages.

Under the leadership of Editor-in-Chief, Lucy Yeomans, PORTER has quickly established itself as a new fashion authority, setting the agenda and uniquely delivering one single set of international content that speaks to the stylish and successful woman who is always on the move (travelling on average 11 times a year). During PORTER's first year, cover stars included iconic international names such as Gisele Bündchen, Christy Turlington, Lady Gaga and Cate Blanchett. Indeed, celebrating the stories – and style – of incredible women from all corners of the globe is one of the most important elements of the magazine's DNA.

Distributed in 60 countries, 220 cities and 25,000 retailers, PORTER has grown the fashion magazine sector with results from the market revealing that it has both attracted readers back to the category, as well as reaching new audiences. PORTER subscriptions stand at 32,000, an increase of 92% on the first issue.

PORTER is a new conduit for luxury advertisers offering them a unique global buy that targets a highly influential, high-spending, discerning audience. The PORTER woman has an enviable household income of £155,000/US\$248,000 and an average annual expenditure of £22,800/\$36,500 on fashion, spending well above the competition and making her very desirable to all the major premium advertisers.

Vice President of Publishing and Media at the NET-A-PORTER Group, Tess Macleod-Smith says, "PORTER's impressive performance after only six issues is a fantastic achievement and we predict strong growth over the next 12 months as we continue to invest in and build the brand. We are delighted to be working with the world's top luxury houses in a new era of global buying and excited to announce the appointment of US-based global media assurance agency, BPA Group Worldwide, whose experience with the complexities of an international circulation will see them begin our first audit later this year."

PORTER's Editor-in-Chief Lucy Yeomans says, "From the outset, I wanted to create a fashion title that spoke to the modern woman wherever she is in the world. I wanted to combine the beauty and authority of print magazines with the instant gratification and global reach that today's technology affords. It has been an exciting challenge engaging and entertaining a global audience and defining the PORTER woman. Our latest figures and the positive response we have enjoyed from women from so many different countries are incredibly inspiring."

PORTER's first anniversary issue, featuring Russian supermodel and philanthropist Natalia Vodianova, is on sale February 6.